

WHAT IS CLAIMED IS:

1. A personal care or cosmetic composition comprising a blend of microencapsulated colorants wherein the microencapsulated colorants have a particle size between 1 and 50 microns, and wherein the blend of microencapsulated colorants are selected from at least two colors that are distinct from each other.
2. A composition according to claim 1 wherein the blend of microencapsulated colorants is selected from at least two primary colors.
3. A composition according to claim 2 wherein the primary colors are red, yellow and blue.
4. A composition according to claim 1, wherein the blend of microencapsulated colorants comprises from 0.1 to 40% by weight based on the total weight of the composition.
5. A composition according to claim 1, wherein the microencapsulated colorants comprise a polymeric matrix material that encapsulates a natural dye, synthetic dye, organic pigment, or inorganic pigment.
6. A composition according to claim 5, wherein the polymeric matrix material is formed from a blend of monomers comprising a first monomer that is an ethylenically unsaturated ionic monomer and a second monomer that is an ethylenically unsaturated hydrophobic monomer, which ethylenically unsaturated hydrophobic monomer forms a homopolymer having a glass transition temperature in excess of 50°C.
7. A composition according to claim 1, wherein the personal care or cosmetic composition is in the form of a shaving preparation, a skin-care preparation, a cosmetic personal care preparation, a light-protective preparation, a deodorant or antiperspirant, or a personal cleaning product.
8. A composition according to claim 7, which comprises from 0.1 to 35 % by weight based on the total weight of the composition, of the blend of microencapsulated colorants.

9. A composition according to claim 8, which is formulated as a water-in-oil or oil-in-water emulsion, as an alcoholic or alcohol-containing formulation, as a vesicular dispersion of an ionic or non-ionic amphiphilic lipid, as a gel, or a solid stick.

10. A composition according to claim 8, which comprises at least one further constituent selected from the group consisting of sequestering agents, non-encapsulated colorings, perfumes, thickening or solidifying (consistency regulator) agents, emollients, UV absorbers, skin-protective agents, antioxidants and preservatives.

11. A method for cosmetic treatment of a body, comprising application of a personal care or cosmetic composition comprising a blend of microencapsulated colorants according to claim 1 onto at least a part of said body.

12. A method according to claim 11, wherein the blend of microencapsulated colorants comprises from 0.1 to 40% by weight based on the total weight of the composition.

13. A method according to claim 11, wherein each microencapsulated colorant comprises a polymeric matrix material that encapsulates a natural dye, synthetic dye, organic pigment, or inorganic pigment.

14. A method according to claim 13, wherein the polymeric matrix material is formed from a blend of monomers comprising a first monomer that is an ethylenically unsaturated ionic monomer and a second monomer that is an ethylenically unsaturated hydrophobic monomer, which ethylenically unsaturated hydrophobic monomer forms a homopolymer having a glass transition temperature in excess of 50°C.

15. A method according to claim 11, wherein the personal care or cosmetic composition is in the form of a shaving preparation, a skin-care preparation, a cosmetic personal care preparation, a light-protective preparation, a deodorant or antiperspirant or a personal cleaning product.

16. A method according to claim 15, which comprises from 0.1 to 40% by weight based on the total weight of the composition, of the blend of microencapsulated colorants.

17. A method according to claim 16, which is formulated as a water-in-oil or oil-in-water emulsion, as an alcoholic or alcohol-containing formulation, as a vesicular dispersion of an ionic or non-ionic amphiphilic lipid, as a gel, or a solid stick.

18. A method according to claim 17, which further comprises at least one further constituent selected from the group consisting of sequestering agents, non-encapsulated colorings, perfumes, thickening or solidifying (consistency regulator) agents, emollients, UV absorbers, skin-protective agents, antioxidants and preservatives.